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# Marketing to Parkland College Students: The Shadowed Market

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# Marketing To Parkland Students: The Shadowed Market

Conducted By: Willie Morris

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## INTRODUCTION

I conducted marketing interviews with the managers of several local businesses in Champaign, IL, to find out how they market to Parkland College Students.



## AIM

Parkland College Students represent a profitable market that should not be completely overshadowed by University of Illinois Students.

The aim of this research was to gain a better understanding of why local business owners do not specifically market to Parkland College Students.



## METHOD

I asked representatives from several local businesses (i.e., Austin's Sportswear, Illini Union Bookstore, Champaign Cycle, Brownfield Sports, and Dr. G's Brainwork) a series of questions to determine how these businesses develop their marketing strategy, and whether or not they specifically market to Parkland students. I also asked the reasons as to why or why not these businesses choose to market to Parkland students. Some of the questions asked include:

- How do you determine who you want to market to?
- What type of marketing plan do you employ?
- What are your sales techniques?
- Do you market to Parkland students? Why or Why not?

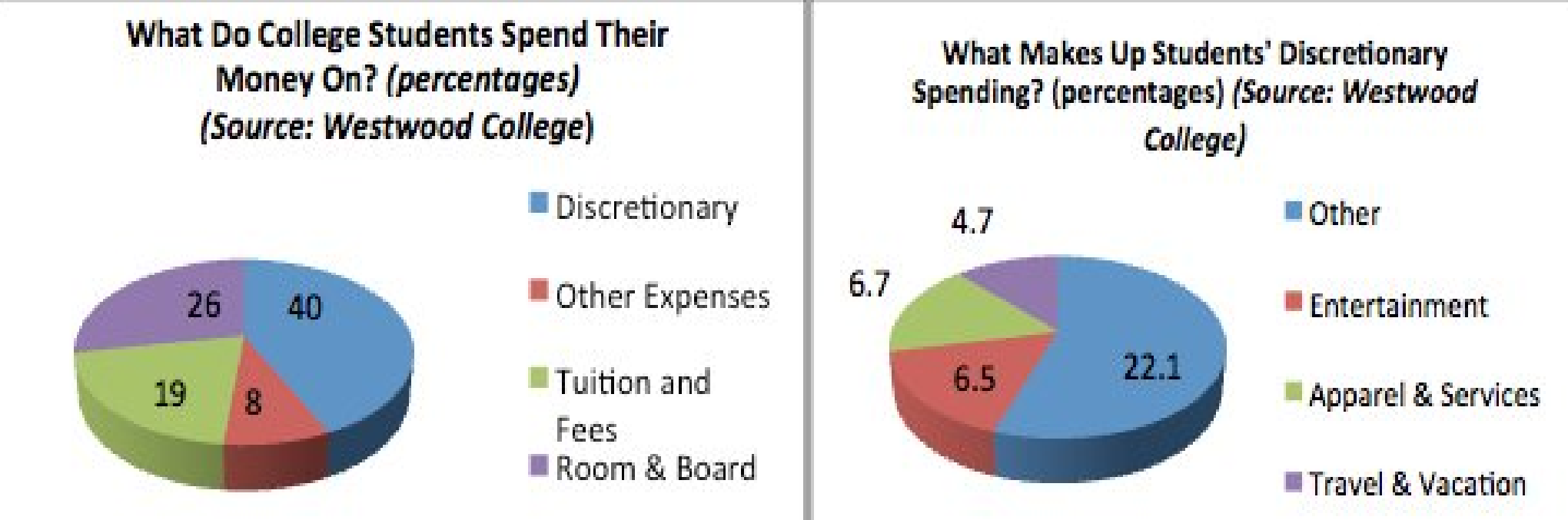
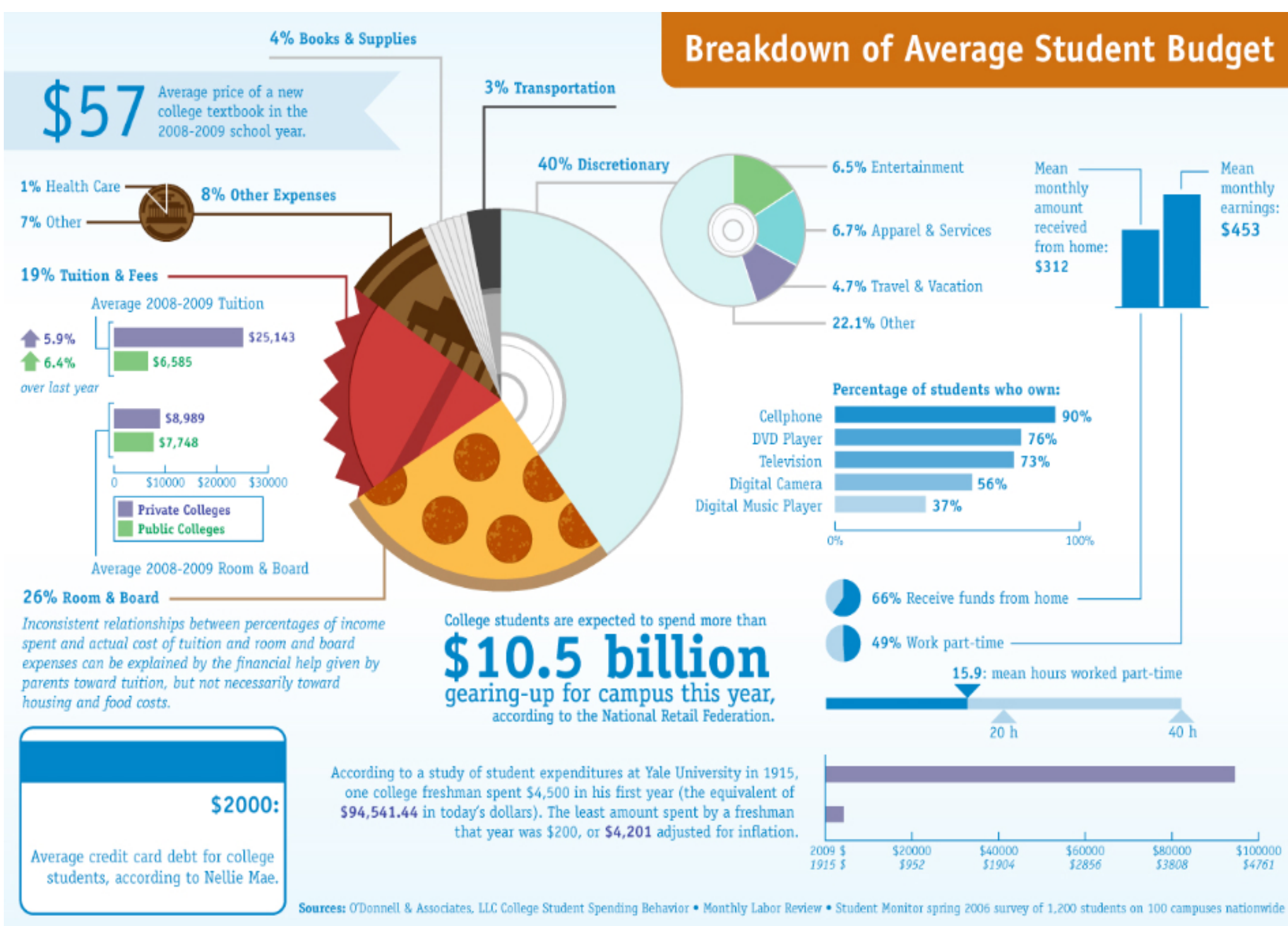


## RESULTS

I learned that almost none of the local businesses specifically markets to Parkland students. Only 1 of the 5 businesses I interviewed had associations with Parkland College. After the interviews I also discovered that an I-card is an incredible perk for a University of Illinois student. A student with an I-card is able to obtain discounts and specials from over 20 businesses around the Champaign-Urbana area, including Antonio's Pizza, Arby's, Champaign Chiropractic Clinic, Culver's, GNC, Hardee's, and Kirby's Firestone.



## Statistics



## CONCLUSIONS

Parkland College students are a hidden market overshadowed by a much larger university. This is likely due to the international prestige and worldwide popularity of the University of Illinois, as well as the university's ties to local businesses.

## ACKNOWLEDGEMENTS

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